

# HIT AND MISS

Lessons Learned from 25 Years in Water Conservation: Neal Klassen, November 13, 2023



# HIT

## The Water Spotters

- High School Environmental Club Volunteers
- Patrol Kelowna neighborhoods on weekends
- Distribute “Observation Cards”
- Received province-wide coverage
- Asked to present to City Council





# HIT

## The Water Spotters

- High School Environmental Club Volunteers
- Patrol Kelowna neighborhoods on weekends
- Distribute “Observation Cards”
- Received province-wide coverage
- Asked to present to City Council

Lesson Learned: Youth get attention



# MISS

## Toilet Retrofit Program

- Pilot Study: 15 Buildings
- Plumbers received payment on submission of invoice
- Consumption investigated in 2017 – Little change
- Suspect extensive fraud



# MISS

## Toilet Retrofit Program

- Pilot Study: 15 Buildings
- Plumbers received payment on submission of invoice
- Consumption investigated in 2017 – Little change
- Suspect extensive fraud

### Lesson Learned: Oversight/Follow Up





# HIT

## Rural Outreach

- Small town; high consumption
- Regional government considered water metering
- Surveyed customers before proceeding
- Discovered extreme high water pressure



# HIT

## Rural Outreach

- Small town; high consumption
- Regional government considered water metering
- Surveyed customers before proceeding
- Discovered extreme high water pressure



## Lesson Learned: Talk to Customers

# MISS

## Drought Tolerant Grass Experiment

- Replaced lawn at downtown library with Zoysia grass
- Central location, signage, highly visible
- Grass did not take
- Public complaints to Council





# MISS

## Drought Tolerant Grass Experiment

- Replaced lawn at downtown library with Zoysia grass
- Central location, signage, highly visible
- Grass did not take
- Public complaints to Council

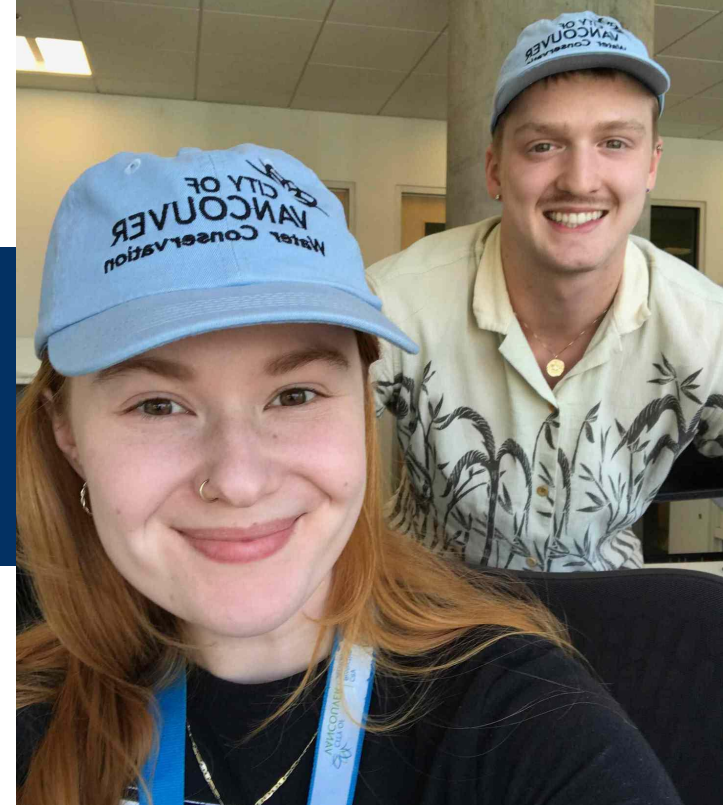
### Lesson Learned: Fail Small



# HIT

## Water Conservation Hats

- Ordered Water Conservation Hats for Outreach Students
- When the hats arrived they had a slight spelling error



# HIT

## Water Conservation Hats

- Ordered Water Conservation Hats for Outreach Students
- When the hats arrived they had a slight spelling error
- We decided we actually liked the error
- Customers gave positive feedback





# HIT

## Water Conservation Hats

- Ordered Water Conservation Hats for Outreach Students
- When the hats arrived they had a slight spelling error
- We decided we actually liked the error
- Customers gave positive feedback



## Lesson Learned: Adapt/Roll With the Punches

# MISS

## Staggered Irrigation Start Times

- Affluent subdivision with high daily peak
- City Council reluctant to implement watering restrictions
- Implemented staggered irrigation start times
- Zero compliance



# MISS

## Staggered Irrigation Start Times

- Affluent subdivision with high daily peak
- City Council reluctant to implement watering restrictions
- Implemented staggered irrigation start times
- Zero compliance



Lesson Learned: KISS & Bylaws need teeth



# HIT & MISS

## Water Regulations

- Wanted compliance without enforcement
- Implemented lawn flag program
- Worked TOO well
- Watering restrictions did not match system needs



# HIT & MISS

## Water Regulations

- Wanted compliance without enforcement
- Implemented lawn flag program
- Worked TOO well
- Watering restrictions did not match system needs



**Lesson Learned: Don't Blindly Copy Others**

# HIT & MISS

## Summary

- Youth get attention
- Oversight/Follow up
- Talk to customers
- Fail small
- Adapt/Roll with the punches
- Keep it simple/Bylaws need teeth
- Don't blindly copy others





# QUESTIONS

Lessons Learned from 25 Years in Water Conservation: Neal Klassen, November 13 2023

